



METROPOLITAN
TRANSPORTATION
COMMISSION

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TO: Administration Committee

DATE: September 1, 2010

FR: Executive Director

W.I.: 1212

RE: Contract – Sustainable Communities Strategy/Regional Transportation Plan –
Cambridge Systematics

Staff seeks the Committee's approval to enter into a contract with Cambridge Systematics to assist staff with the performance assessment for the Sustainable Communities Strategy/Regional Transportation Plan.

Background

MTC and the Association of Bay Area Governments (ABAG) intend to take a performance-based approach to developing the SCS/RTP. The performance assessment will build on that used during development of the *Transportation 2035 Plan*. The regional agencies will adopt performance targets that define the outcomes we hope to achieve through the SCS/RTP. Staff will conduct both scenario and project-level performance assessment to inform policy decisions over the next two years. The scenario assessment is intended to illustrate what it would take to reach the adopted performance targets, including the greenhouse gas reduction target set by the California Air Resources Board. It will assess the potential of various combinations of land use policies and transportation investments and policies, such as pricing, to achieve the targets. The project performance assessment is intended to understand how potential transportation investments advance the region's goals and which projects are most cost-effective. The results of this analysis will inform MTC's selection of investments included in the financially constrained RTP.

On July 12, a Request for Proposal was released requesting consultant assistance on both the scenario assessment and project assessment. As part of the scenario assessment, the consultant will assist MTC with the definition of performance measures, in addition to calculating and reporting system-wide performance measures based on output from the regional travel demand model. As part of the project assessment, the consultant will develop and then conduct a benefit-cost assessment of individual transportation projects.

An email or postcard advertising the availability of the RFP on MTC's website was sent to over 350 individuals/firms. MTC received two proposals, which were reviewed by an evaluation committee of MTC, ABAG and San Francisco Transit Authority staff to determine the relative quality of proposed project staff and firm expertise managing similar types of projects, approach

to conducting and completing the project, cost effectiveness, and the ability to write/present information in a clear manner.

The two proposals received are listed below:

Firm	Location	Proposed Amount
Cambridge Systematics	Oakland, CA	\$150,000
Dowling Associates, Inc.	Oakland, CA	\$150,000

The evaluation committee unanimously recommended the Cambridge Systematics team based on their depth of understanding of the approach to and challenges of performance assessment, the team's extensive experience on related projects, their technical methodology, and their ability to present deliverables in a clear and concise manner.

Recommendation

Staff recommends that this Committee authorize the Executive Director to negotiate and enter into a contract with Cambridge Systematics in an amount not to exceed \$150,000, to deliver the SCS/RTP Performance Assessment.

Steve Heminger

SH: DV

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.:	1212
Consultant:	Cambridge Systematics (Oakland, CA) in association with Public Health Law & Policy (Oakland, CA)
Work Project Title:	Sustainable Communities Strategy/Regional Transportation Plan Performance Assessment
Purpose of Project:	Develop and evaluate a set of performance measures for the SCS/RTP for the purpose of scenario and project assessment.
Brief Scope of Work:	<ul style="list-style-type: none">• Scenario Assessment: define, calculate, and report system-wide performance measures for the purpose of scenario alternatives analysis.• Project Assessment: develop a benefit-cost methodology and then utilize it to analyze project-level impacts of various regional transportation improvements.
Project Cost Not to Exceed:	\$150,000
Funding Source:	TDA
Fiscal Impact:	Funds are included in the FY 2010-11 agency budget
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract with Cambridge Systematics to deliver the Sustainable Communities Strategy/Regional Transportation Plan (SCS/RTP) Performance Assessment and the Chief Financial Officer is directed to set aside funds up to \$150,000 for such contract.
Administration Committee:	<hr/> Tom Bates, Chair
Approved:	Date: September 8, 2010